



WTIC-TV

## ORDER

Print Date 09/20/12 Page 1 of 3

Flight Dates 09/25/12-10/01/12

Contract / Revision 389335 / **DEMOCRATIC CONG CAMP**

Original Date / Revision  
09/20/12 09/20/12 Agency Com 15%  
Billing Contact

Advertiser Democratic Congress Camp  
3050 K St NW  
Washington, DC 20007

Agency Great American Media

Buying Contact Jordan Johannessen  
Sales Office TWDC  
Sales Region National  
Agency Ref

3050 K St NW  
Washington, DC 20007

Order Sep 00:15:00  
Estimate # 1473  
Alt Order # 06328410  
Billing Type Cash  
Order Type GENERAL  
Billing Cycle EOM/EOC  
Billing Calendar BROADCAST  
Demographic A35+  
Rev Codes AGY POL ISSUE  
Product Codes PL2, PL3  
Priority 03  
Advertiser Ref

Primary Account Executive  
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Order Share 18% Market Value 156777

Competing Station	% of Order	Amount
2WCCT	1%	1567
3WFSB	43%	67414
4WVIT	13%	20381
5WTNH	25%	39194
6WCTX	%	0
7CABL	%	0

## Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	29	\$19,248.25	\$22,645.00	0.00	08/27/12	09/30/12	29	\$19,248.25	\$22,645.00
October 2012	13	\$4,738.75	\$5,575.00	0.00	10/01/12	10/01/12	13	\$4,738.75	\$5,575.00
<b>Totals</b>	<b>42</b>	<b>\$23,987.00</b>	<b>\$28,220.00</b>	<b>0.00</b>					

## Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
E 1	61	09/25/12	10/01/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTWTF--	:30	2	\$125.00	03	0.00	NM	2	\$250.00											
<table border="1"> <thead> <tr> <th>Start Date</th> <th>End Date</th> <th>Weekdays</th> <th>Spots/Week</th> <th>Rate</th> <th>Rating</th> </tr> </thead> <tbody> <tr> <td>Week: 09/25/12</td> <td>10/01/12</td> <td>MTWTF--</td> <td>2</td> <td>\$125.00</td> <td>0.00</td> </tr> </tbody> </table>															Start Date	End Date	Weekdays	Spots/Week	Rate	Rating	Week: 09/25/12	10/01/12	MTWTF--	2	\$125.00	0.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/25/12	10/01/12	MTWTF--	2	\$125.00	0.00																					
E 2	61	09/25/12	10/01/12	M-F News at Ten News at Ten	CM	10p-1030p (10:00 PM-10:30 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/25/12	10/01/12	MTWTF--	3	\$1,200.00	0.00																					
E 3	61	09/25/12	10/01/12	M-F News at Ten News at Ten	CM	1030p-11p (10:30 PM-11:00 PM)	MTWTF--	:30	3	\$1,200.00	03	0.00	NM	3	\$3,600.00											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/25/12	10/01/12	MTWTF--	3	\$1,200.00	0.00																					
E 4	61	09/25/12	10/01/12	M-F News at 11pm News at 11pm	CM	11p-1135p	MTWTF--	:30	2	\$300.00	03	0.00	NM	2	\$600.00											
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/25/12	10/01/12	MTWTF--	2	\$300.00	0.00																					



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## Contract / Revision

389335

Flight Dates 09/25/12-10/01/12

## Hiatus Dates

Original Date / Revision 09/20/12 / 09/20/12

Order Sep 00:15:00

Advertiser **Democratic Congress Cam** Product **DEMOCRATIC CONG CAMP** Estimate # **1473**



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Contract / Revision 389335 Flight Dates 09/25/12-10/01/12Hiatus DatesOriginal Date / Revision 09/20/12/ 09/20/12Order Sep 00:15:00Advertiser Democratic Congress Cam Product DEMOCRATIC CONG CAMF Estimate # 1473

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
E 17	61	09/29/12	09/29/12	Sa 10p-11p	CM	10p-11p	-----1-	:30	1	\$950.00	03	0.00	NM	1	\$950.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 -----1- 1 \$950.00 0.00															
E 18	61	09/30/12	09/30/12	Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,100.00	03	0.00	NM	1	\$1,100.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 -----1 1 \$1,100.00 0.00															
E 19	61	09/30/12	09/30/12	NFL on FOX Late	CM	4p730p	-----1	:30	1	\$3,500.00	03	0.00	NM	1	\$3,500.00
NFL:Sun 4p-730p (4:00 PM-7:30 PM)															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 -----1 1 \$3,500.00 0.00															
E 20	61	09/26/12	09/26/12	Wed Prime Rotator	CM	8p-10p	--2----	:30	2	\$3,500.00	03	0.00	NM	2	\$7,000.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week: 09/24/12 09/30/12 --2---- 2 \$3,500.00 0.00															
														<b>Totals</b>	<b>42 \$28,220.00</b>